Belief Changing Language Patterns:
Overcome Any Objection At Any Time Using Sleight of Mouth

By David Barron

Forward

To the reader, I recommend you start with a notebook and pen in hand and begin to write and create each pattern to get a tactile understanding first. Recite them and most of all **USE THESE PATTERNS ON YOURSELF** to get the changes that you most value in life.

I've often been asked that of all the language patterns and processes I know, what are the two most important things I would want anyone to know who is learning about persuasion and influence. My answer has nothing to do with patterns but about who you are as a person. They are first, **know your outcome** and second, **pay attention**. Those two things will give you more persuasive power than any single pattern in this book.

It's been asked, *"How does a belief change when SoM patterns are effectively used?"* There is no accurate evidence to precisely measure that. What can be assumed is that the belief tends to become more general and more flexible. Beliefs can be guided from the questioning of the person using SoM, and it can also be assumed that if there is a high degree of transference going on (and high rapport as in a teacher-student relationship) that the belief will move closer to that of the person using the SoM.

So as you read and learn from this work book make sure you know the outcome you want and go ahead and frame every **EXERCISE** with some outcome in mind.

IMPORTANT!! This is a **WORK-BOOK**. Merely reading, scanning, skimming or photo-reading **DOES NOT WORK**. To **GET MAXIMUM BENEFIT** from this you must **DO EACH EXERCISE**. Just as there is a difference between listening to Mozart and playing the piano there is a difference between already knowing how these language patterns work and mastering them. Don't be cheated by the belief that you already know this material.

Your next step is to go out in the world and use these skills to make it a better place. And you can only do that by paying attention. Pay attention to how the people respond to you and, even more importantly, how what you do effects the world. Doing that you'll notice the world of wonder open up before you.

If you have any questions or comments regarding this product or personal/corporate consultations please feel free to contact me via my web site www.changework.com. You may also call me at 408.885.1855.

Sincerely,

David Barron
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Sleight of Mouth Patterns

The Sleight of Mouth Patterns are extremely pithy comments/questions that are designed to attack the very heart of a belief. It is important to note that SoM can be used equally to reinforce an existing belief. The origin of Sleight of Mouth Patterns comes from people whom it was observed never lost an argument. How they were able to do this was then synthesized and modeled into these simple and tremendously powerful patterns. These patterns are so powerful that combinations of three or four of them delivered in a row are enough to alter what someone believes. It should be warned that Sleight of Mouth patterns are also very invasive and one risks of inducing a hostile or threatened response if used without the proper care. This is important especially when dealing in a therapeutic setting. It is also important to **ALWAYS** be cautious with these language patterns because they can be confrontational and require a liberal use of "softeners."

How to Recognize Beliefs

When a belief is stated it is always stated in one of two ways;

1. A *equals* B, as in *"Bob is a jerk," "That movie is terrible," "You are a thief,"* or *"I will never be able to master this."* Etc.

2. A *causes* B, as in *"Whenever you say that I get bad," "Thinking of marriage frightens me,"* or *"Sitting through class bores me."* Etc.

EXERCISE: Make a list of beliefs, most importantly make a list of *your* beliefs, that you would like to challenge or change.

Sleight of Mouth Patterns

1) Attacking the Source of the Belief
2) Meta Frame
3) Using Criteria Against Itself
4) Focusing on the Intent of the Belief
5) Attacking the Methodology of the Belief
6) Chunking Up (To A Higher Value)
7) Chunking Down
8) Chunking Laterally
9) Redefine
10) Metaphor
11) Consequences
12) Reality
13) Counter Example
14) Another Outcome
15) The Threshold
16) Appealing to a Higher Criteria
17) Model of the World
18) Reversing Presuppositions
19) Examine Identity

#1 Attacking The Source Of The Belief

As the name implies, this technique questions the <u>origin</u> of the belief.

"Where did you hear that from?"
"What could cause you to make that decision?"
"According to whom?"
"Have you checked the source?"
"How did you reach that conclusion?"
"Who told you to think that?"
"Well, is it possible that's based on faulty logic, isn't it?"

You can also attack an unspoken part of the belief.

Statement: *"Using Persuasion Techniques are good."*
SoM: *"Only if you're a loser."*
"Only if you know how to do it." (this will reinforce the belief)
"Sure, if you believe what everyone else says."
"Only if you read the advertising."
"Are you familiar with how they teach Humiliation?"

Belief: *"John is a good guy."*
SoM: *"If you know what 'good' is."*
"Since when?"
"Good luck convincing everyone else."
"Yeah? Have you checked with his last partner?"
"Yeah, but for how long?"

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#2 The Meta Frame

This pattern attacks the belief directly. It can be derived at by placing the question *"How is it possible to believe that?"* in front of your comment.

Belief: "*I need to wait."*
SoM: "*How is it possible the future is going to be easier than the past? Because as a person who knows that opportunities can be fleeting, isn't waiting the thing you need to avoid?"*

Belief: *"I will have to talk to my boss."*
SoM: *"Could it be that you haven't yet considered the amount of decision making ability your boss has already bestowed on you?"*

EXERCISE: Write at least four example of this type of SoM and include softening phrases.

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#3 Using The Criteria Against Itself

With this pattern you might have to ask a *"because"* question in order to get at the real belief.

Belief: *"John is a good guy."*
SoM: *"You're too good a guy to really believe that."*

Belief: *"You're not my type."*
SoM: *"You're not the type to really have types. Are you?"*

Belief: *"I don't have enough time."*
SoM: *"You don't have enough time to not have enough time."*

Belief: *"But I'm just not attracted to you."*
SoM: *"Have you ever considered how you can become attracted to the belief that you can choose exactly whom you're feeling things for?"*

When the subject uses a cause and effect (A causes B) statement you can either apply the cause (A) or the effect (B) against itself.

Belief: *"Listening to you makes me crazy."*
SoM (Applying the cause against itself): *"Listening to me only causes you to hear my words."*
SoM (Applying the effect against itself): *"I wonder how crazy it is to say that?"*

Belief: "*If I buy this I will go broke."*
SoM (Applying the cause against itself): *"How can you buy what you just said?"*
SoM (Applying the effect against itself): "*You'll go broke thinking like that."*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases

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#4 Focusing On The Intent Of The Belief

Here you see a secondary gain of the belief and refocus on that,
or search out (or even imply) their motive for the belief.

Belief: *"I need more time to think about it."*
SoM: *"Are you really trying to buy more time. What sort of benefit could you get from waiting?"*

Belief: *"I am not pretty."*
SoM: *"Hmmm...I'm trying to figure out what sort of outcome you want by saying that. What real benefit is there to hanging on to that belief? You know you'll get as much attention accepting you're pretty and living with it as you'll get by complaining you're not."*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

#5 Attacking the Methodology of the Belief

This SoM pattern requires that you ask them to consider the process that they went through to arrive at that belief.

Belief: *"I could never vote Democrat."*
SoM: *"Never? Have you asked yourself just how you came to believe that? 'Cause there are a lot of different beliefs out there that you haven't thought about."*

Belief: *"There is no way I would think of you as anything but a friend."*
SoM: *"Hmmm...I'm trying to understand...just how you've come to that...there are just so many paths to arrive at a decision. What else is there you are not thinking about?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

#6 Chunking Up (To A Higher Value)

For every belief there is a bigger structure/belief that can control it. When you *"chuck up"* you are going to a higher level of belief which controls the mentioned belief. This method sometimes requires a few questions like *"For what purpose?"* *"What's important about this/that?"* or *"What this an example of?"* Then you use that answer against the original belief.

Belief: "*I don't have the enough time to study."*
SoM: *"What is that an example of?"* (Me being too busy*) "So your work is important to you?"* (Yes*) "If money and being busy are important you can easily see the profit of studying."*

Belief: *"I have to talk to the boss/wife before I buy this."*
SoM: *"What is important about that?"* (Get their respect) *"And when a good decision like this purchase is completed that respect will be reciprocated. Won't it?"*

Belief: *"I have to win this contest."*
SoM: *"What's important about winning this contest?"* (It'll prove that I am good enough) *"You are good enough whether you win or not."*

Belief: "*I really wouldn't take part in a business like that."*
SoM: *"Is that the example of someone critically looking at their outcome or is that they example of a snap decision?"*

EXERCISE: Write at least four example of this type of SoM and Include any softening phrases.

#7 Chunking Down

This one can simply use universal quantifiers.

Belief: *"I can't afford it."*
SoM: "*Ever?!*"

Belief: *"There are no good TV shows."*
SoM: *"Never?!"*

This pattern can also chunk down to a portion of their belief they have not yet noticed.

Belief: "*I don't have the time to study."*
SoM: *"Do you have the time to make money? Because studying is about learning how to apply knowledge to business."*

Belief: "*I don't want to go out."*
SoM: *"Do you like coffee and talking with friends?"* (Yes) *"Well, instead of going out lets have coffee and talk. Besides, that is what we would do anyway."*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#8 Chunking Laterally

This variation neither gets more specific nor more general but maintains the same behavior.

Belief: *"I can't go forward until I get out of this relationship."*
SoM: *"What would happen if you changed and stayed in the relationship anyway?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

#9 Redefine

Here the subject believes A equals B, and you argue that A doesn't equal B, A instead equals C. There are several versions of this SoM, all of which deal with either statements of causation (*"Doing that will cause you to go blind"*) or complex equivalency (*"These EXERCISEs is something we do daily."*)

Belief: *"Doing that will make you go blind."* (causation, or A *causes* B)
SoM: *"It's not that it will make anyone go blind. It won't. It will, however, cause you to see how some people feel uncomfortable if it's discussed."*

Belief: *"Learning persuasion causes you to care more about results than people."* (causation)
SoM: *"It is not that it causes you to care less about people. It causes you to care enough to give people the reasons they want to be happy with their decisions."*

Belief: *"You product is too expensive."* (Complex equivalency)
SoM: *"It is not that it's too expensive, as this is one of exceptional quality."*

Belief: *"You're not my type."* (complex equivalency)
SoM: *"It's not that I am not your type. It's that you know you want to be treated special...in a way that you really like...and you want to know that you can feel that...with me."*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#10 Metaphor

In this version of SoM you will use a metaphor to reframe the belief.

Belief: *"I don't know. I just know think I can do it."*
Leader: *"Well, the Bible says if you have the faith of a mustard seed you can move a mountain. So, I ask you, is your faith at least as big as a mustard seed?"*

Belief: "*I can't spend the time I would like with your group."*
SoM: "*You know, my own brother has a family and a full time job, just like you. When I told him the real need we have for help here he knew he had to help and he made the time to...put in the time...and I know just how important time is to him."*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#11 Consequences

With this form of SoM you focus the on how the belief will effect the subject.

Belief: *"I won't be able earn what I want."*
SoM: "*Really? Let me ask you...Have you really given any thought to exactly what sort of outcome this belief is going to give you in the future?"*

Belief: "*I don't think I am attractive."*
SoM: "*Hmmm...as long as you hold on to this belief do you understand the good feelings you are denying yourself?"*

Belief: "*I can't buy that."*
SoM: *"Stop for just a moment and really think to yourself how believing that you can't is deeply going to effect you. Do you want that?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

#12 Reality (How Do You Know It's True?)

Belief: *"I don't want to go to therapy."*
SoM: *"How do you determine between problems only you can solve and those where you must ask for help?"*

Belief: "*It's not right to give money to beggars."*
SoM: *"What is your REAL test between a beggar and a man asking for a church donation?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#13 Counter Example

Keep in mind that all SoM work by "chunking up" to another level. With the Counter Example you are providing a case where their belief does not apply and make it into a universal statement/question, as in *"Do you ALWAYS believe this is true?"* or *"Has there ever been a time when A doesn't equal B?"*

Belief: *"Murder is wrong."*
SoM: *"If you knew that killing was the only option to prevent a family member's imminent death at the hands of a mad man, would it be wrong to murder that man?"*

Belief: *"I can't get the job done in that time."*
SoM: *"If your mortgage, your income, and the happiness of your family depended on getting it done in that time could you do it?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#14 Another Outcome

This SoM most resembles sleight of hand, because you switch the subject's attention from their original outcome to another outcome.

> *"Whether X is true isn't really the issue but rather...."*
> *"It's not that X is really the issue but rather...."*

Belief: *"It is too expensive."*
SoM: *"Whether it's too expensive or not isn't really the issue, but rather that you are satisfied on into the future for your purchase of this product."*

Belief: *"There is no way I would visit THAT city. The crime is too high."*
SoM: *"As I see it it's not really that the crime rate is high, because thousands live there without trouble. It's that the city is so different from what you are used to that it's scary."*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#15 The Threshold

With this SoM you extend the belief to the ridiculous, to the point where it is irretrievable.

Belief: *"I don't think I can quit smoking."*
SoM: *"I know someone who would be willing to die to quit smoking."*

Belief: *"If I pay for this workshop I'll go broke."*
SoM: *"I know of three people who willingly went into debt for ten years in order to learn this information."*

Belief: *"I need to think about it for a while."*
SoM: *"If I gave you a year could you make a decision by then? What do you think you would have already decided after that time?"*

EXERCISE: Write at least four example of this type of SoM and Include any softening phrases.

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#16 Appealing to a Higher Criteria

This SoM requires that you ask questions to find the criteria behind the belief. Possible questions you can use are, *"What is that an example about?"* or *"What is important about that?"*

Belief: *"The homework is hard."*
SoM: *"What is that an example of? (Not having enough time to study) "Do you see how much more time you'd free for yourself by having this knowledge?"*

Belief: *"If I can't get the price I want I walk out."*
SoM: *"What's important about that? (That I have a say in the negotiation) "Well you've already made it clear that you do have a say."*

Belief: "*I have to talk to my boss."*
SoM: *"What's important about that? (That I demonstrate respect for the boss) "And when you make a good decision like this one his respect will be reciprocated, won't it?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

#17 Model of the World
(Switching Referential Index)

This SoM requires that you ask if their belief is true of everyone's model of the world, or has their model of the world always held true.

Belief: *"If it were so good why haven't I heard of it?"*
SoM: *"Is it always true that you only know about things that are good?"*

Belief: *"If we don't upgrade we can still get by."*
SoM: *"Can you always get by through living with a substandard system."*

Belief: *"He is rude because he talks loud."*
SoM: *"Does everyone respond to a speaker's volume by assuming rudeness?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#18 Reversing Presuppositions

This SoM basically asks, *"How can the opposite of your belief actually be true and helpful?"* There is a formula for this SoM, and the concept is easy to grasp. The Formula is...

   (is, does)   (cause)

How (has, would) (opposite of your belief) (make) more of your outcome?

   (can, could)   (mean)

   (might)   (equal)

Belief: *"If I had a better job I could make more money."*
SoM: "*Have you considered how you can make lots of money at a less satisfactory job?"*

Belief: *"I can afford your product."*
SoM: *"In what way does the cost mean not being able to get one today?"*

Belief: *"It's not possible to buy a house with no down payment."*
SoM: *"Have you considered the benefit of not putting a down payment for a home purchase?"*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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#19 Examining Identity

With this pattern you are attacking the identity of the person who holds a particular belief. Because it can be very direct and powerful, this SoM usually requires a degree of sensitivity and a skillful use of softeners.

Belief: "*This is too hard. I don't want to do it."*
SoM: *"Do you want to be the type of person who gives up on things that are important? Is that the type of person you want others to see you as?   "*

EXERCISE: Write at least four example of this type of SoM and include any softening phrases.

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Softeners

And finally, a word on softeners. The purpose of softeners is to distance you from the abrasive and confrontational aspects of SoM and to ease the SoM into a more conversational framework. Softeners primarily fall into three categories:

1. Quoting Others: *"...John said that your an inconsiderate fool..."*

2. Quoting yourself: *"...I'd wonder, if I were in your shoes...would I be an inconsiderate fool..."*

3. Presupposing Receptive traits: *"...You seem to be a person who wants it straight, and with that in mind, you're being an inconsiderate fool..."*

These softeners can be combined in any order. For example, presupposing traits and quoting others might sound like this - *"Since you're a man of character and would want to hear the truth, John could say you're an inconsiderate fool."*

EXERCISE: Write three strong statements (insults) within softeners in each of these three different ways: quote yourself, quote others, and presuppose receptive traits. Here are some more examples to get you started...

"I had a brother who used to believe <Belief> and then he realized <SoM>."
"This may sound silly but <SoM>."
"I am curious as to <SoM>."
"Let me ask you <SoM>."
"I'm just wondering...<SoM>"

In addition to softeners, you can make delivery of SoM patterns easier by establishing and maintaining rapport.

EXERCISE: Make a list of 10 Different ways of softening a SoM Pattern.

Further Exercises

SoM can be used before an objection occurred in order to inoculate against it. In this manner, and when combined with softeners, it can highly effective. For example...

Belief: *"It's too expensive."*
SoM: *"....and when it comes to it's cost of $1000, I used to get people telling me it was expensive. But, I don't know what changed. Maybe they realized it was too expensive to NOT buy it, or they actually began looking at HOW they figured if something is expensive."*

EXERCISES:

1. Write the 5 most common objections you might encounter and write at least three SoMs that would inoculate against them.

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2. Create a debate with yourself in which you play both sides and respond only with SoMs.

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3. Engage in a Sleight of Mouth battle with a partner. Make sure your tone is humorous, amiable, and warm in spite of it being an "argument."

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Final Notes

After learning these very powerful Language patterns it's easy to find yourself falling onto the trap of asking *"Which one is most powerful?"*

The answer is *"None of them is best."*

Please understand that these are mere tools. No single language pattern will help you much, but **ALL** of them used together, along with your strong outcome and sensory acuity, **WILL** make you more persuasive than ever before.

The only people who lose out are those who think that they already know it. Don't be one of them!

Best Wishes,

David Barron